



IK Multimedia Production Srl

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FOR IMMEDIATE RELEASE

IK Multimedia Introduces New Gear in the AmpliTube Custom Shop

*Five new officially certified models
from Seymour Duncan® and Orange® now available*

June 2011, Modena, Italy – IK Multimedia is proud to announce the addition to the AmpliTube Custom Shop of five new gear models designed and developed in close cooperation with Seymour Duncan® and Orange®.



Welcome to the **AmpliTube 3 Custom Shop**, an entirely new shopping experience for software plug-ins that is like visiting a real guitar store.

Please enter the user name and password that you used when you registered your AmpliTube product with IK Multimedia. After login, you can both try and buy the various gear models in the Custom Shop.

User name:

Password:

LOGIN

[Forgot User name / Password?](#)



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The AmpliTube Custom Shop, launched in April, has become a powerful tool for guitarists, bassists, keyboardists and producers to create their own truly custom tone from the comfort of their own studio. Now the Custom Shop has been expanded with these new gear models available today to try and buy immediately.

Two new stomp box models from Seymour Duncan are now available: the Power Grid distortion and the Shape Shifter tremolo pedal. The Power Grid has five stages and three-band active EQ which makes it one of the most versatile distortion pedals available. The Shape Shifter reproduces the hypnotic tremolo sounds characteristic of 50s tube amps with detailed "Wave" and "Shape" controls allowing you to create many different effects! These two stomp boxes mark the entry of Seymour Duncan into the AmpliTube Custom Shop, and more Seymour Duncan gear models are already in development.



Three new officially certified models of Orange gear have been added as well. The Thunderverb 200 is a powerful and flexible amp capable of all kinds of tones from vintage rock to modern blues, hard rock to metal. Nothing can match the bone crushing, bottom-end punch of this big stage tone head. The Custom Shop model brings this incredible amp within reach of all musicians and studios. Along with the Thunderverb 200, IK has also introduced two new Orange cabinets, the Tiny Terror Combo and the PPC2120B.

The AmpliTube Custom Shop is the best way to try and buy gear 24/7 and from the comfort of your own studio. The Custom Shop continues to grow, and these five new models are just the beginning of what is still to come!

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New Officially Certified Models in the AmpliTube Custom Shop:

Seymour Duncan Power Grid stomp box
Seymour Duncan Shape Shifter stomp box
Orange Thunderverb 200 amp
Orange Tiny Terror Combo
Orange PPC2120B

Pricing and availability

The new ultra-accurate models of Seymour Duncan and Orange gear are now available in the AmpliTube Custom Shop, the online store that offers a brand new way to try and buy gear models together with an unprecedented distribution and pricing model. Gear models in the Custom Shop are sold using Gear Credits and are priced between 5 and 20 credits each. Credits can be purchased from \$1.00 / €0.75 to \$0.60 / €0.45 per credit depending on Credit Pack purchased. Gear Credit Packs start as low as \$19.99 / €14.99 (for 20 credits) and go up to \$299.99 / €224.99 (for 500 credits).

JamPoints (IK's reward system) can be applied (and earned) on every Gear Credit Pack purchase for a discount of up to 50% making gear prices even more affordable.

New IK users can download the Free version by registering here:

<http://www.ikmultimedia.com/amplitubefree/download/>

For more information on AmpliTube Custom Shop please visit:

<http://www.ikmultimedia.com/amplitubefree/>

Warm regards,

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IK Multimedia. Musicians First.

About IK Multimedia: IK Multimedia is a computer music technology company that offers a diverse range of affordable and easy-to-use music production tools with great sound quality and a realistic look and feel. With over one million installations worldwide, the IK range has been adopted by musicians of every level, from beginners to professionals, to gain access to high-end, studio-quality gear from their computers or mobile devices.

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